



ARGUMENT AND REBUTTAL FORM

BEV HILLS CITY CLERK
2023 MAR 17 PM4:47

ELECTION DATE: May 23, 2023 MEASURE I.D. (if any): C

JURISDICTION: City of Beverly Hills

(Please mark (x) in the appropriate box)

<input type="checkbox"/> Argument in Favor	<input type="checkbox"/> Argument Against
<input type="checkbox"/> Rebuttal to Argument Against	<input checked="" type="checkbox"/> Rebuttal to Argument in Favor

Statements will be printed in uniform type, style and spacing according to the County's system requirements. When preparing your statement, please use block paragraphs and single space format. Text submitted indented or centered will be typeset in block paragraph form. **Entire statements in all capital letters, bold and italics (or any combination of enhancements) are not acceptable. Indentations cannot be accommodated.** Words to be printed in **boldface type**, underscored and/or CAPITALIZED are to be clearly indicated. All statements should be checked by the authors for spelling and punctuation as the elections official is not permitted to edit any material contained therein. **NOTE:** Rebuttal arguments are not direct arguments. For example, a rebuttal to a direct argument in favor of a measure is NOT a direct argument against a measure. Please also note that rebuttal arguments are allowed only when both a direct argument for AND against a measure are filed.

ALL AUTHORS MUST SIGN ON THE REVERSE SIDE

Please attach typed statement to this form. Statements should be typed in upper and lower case letters. Statement will be typeset in the Official Sample Ballot Booklet using a standard font and size determined by the County. However, statements can be submitted using any standard font.

Rebuttal to Argument in Favor of Measure C

How many times have we heard that if the latest massive project isn't approved the City will fall apart?

How many times have we heard from ex-mayor lobbyists that yet another massive development is "good for Beverly Hills"?

How many times have we heard from self-interested parties that we need to approve projects at whatever oversized dimensions developers demand for "police, fire, and schools"?

Who are they kidding?

LVMH, the developer behind the Cheval Blanc hotel has hired an army of lobbyists, consultants, and PR flacks (including convicted felons) to create the illusion of community support.

Don't be fooled.

They're hiding the fact that they are fleecing the City. Despite the unprecedented considerations they are demanding, including an alleyway relocation, they are refusing to increase the TOT (bed tax) level on rooms costing an average of over \$2000 a night. Instead of agreeing to dedicated funding for much needed affordable housing for our seniors, LVMH cares more about saving their hotel guests a few bucks and increasing their own massive profits.

LVMH doesn't need corporate welfare; it's the largest luxury conglomerate in the world, owned by the world's richest man.

Just say "No" to this terrible deal. Say "No," once and for all, to developer greed. Vote No on Measure C.